

Mission

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Style guide

This style guide covers the basic elements of the Alpari visual lidentity, namely the logo, tagline, colour palette, typography, photography, graphic style and iconography. The visual identity reflects the contemporary global brand that Alpari is.

Our logo

The logo is the most important physical manifestation of our brand and therefore should be treated with care and respect.

It exists in four forms: full colour negative version for dark backgrounds, full colour positive version for light back grounds. Each of these come in a vertical and a horizontal form. All four versions are shown below.



The new symbol and bespoke cut wordmark



Horizontal white type



Horizontal black type



Vertical white type



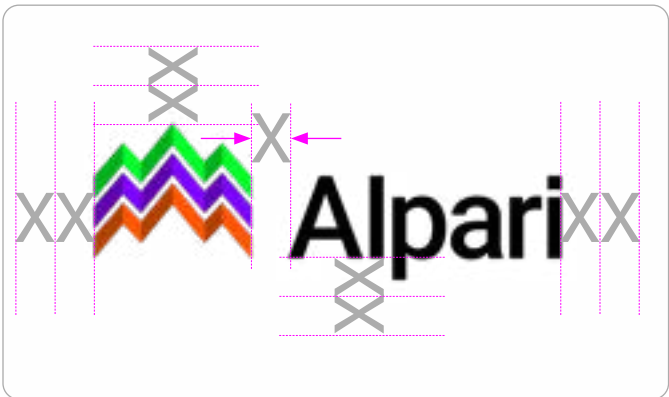
Vertical black type

Usage

Always use the logo in full colour and do not reset or recreate any element of the logo and line. Logo files are available to download from the Exinity group Brandworkz platform. The minimum size for Digital use is 25px and for print use 50mm

Logo exclusion zone

To safeguard the integrity and stand out of the logo we've created an exclusion zone around it. Keeping to the exclusion zone is important; by sticking to these clear spaces, you'll be giving the logo the best chance of doing its job!



Logo usage

The logo may be used on any of our background grey colours and black. It may also be used on black and white photography. However care must be taken to make sure it is always legible when used against a photographic background image.



The logo may be used on any of the grey backgrounds. It may also be used on a photographic image, however care must be taken to make sure the logo is still clearly legible.



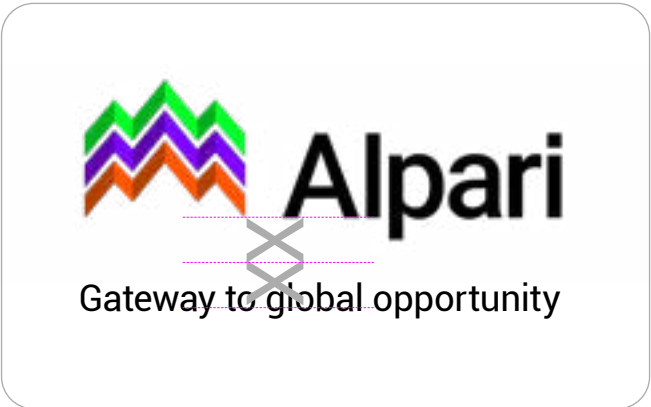
Do not use the logo on any of the coloured backgrounds. Also do not distort logo or change its colour in any way.

Tagline

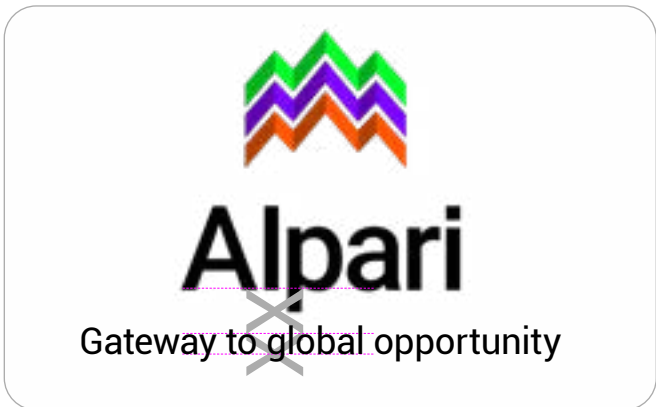
Our tagline is '**Gateway to global opportunity**'. The logo can be used with or without the tagline. The logo and tagline lock up have been specially created. Always use the files supplied.



Horizontal logo – with strapline



Horizontal logo – strapline sits on 2X baseline



Vertical logo – strapline sits on 1.5X baseline

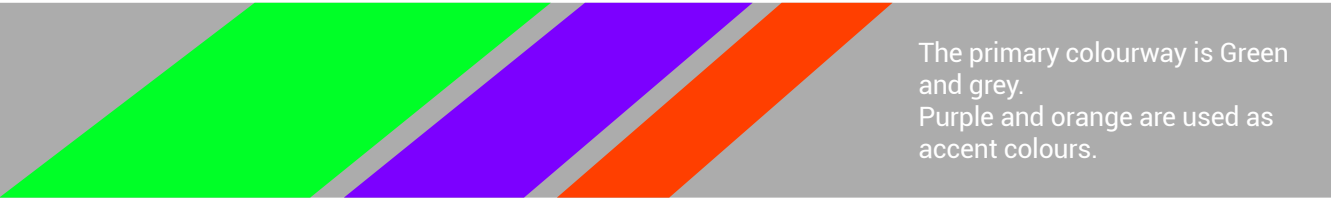
Colour palette


The new colour palette has been chosen to give the brand a fresh, contemporary feel. It is especially vibrant when contrasted with black & white photography. The effect is a unique and ownable graphic system.

Primary palette

The primary palette is green and grey with the purple and orange used as accent colours. We try to use the colours in the proportions shown below.

Scroll down to see the colour references specified in both RGB and HEX.



	RGB	HEX	CMYK
	Light green: R0 G255 B39	00ff279	c64 m0 y99 k0
	Dark green: R0 G174 B29	00ae1d	c78 m0 y100 k0
	Light purple: R124 G0 B255	7c00ff	c80 m80 y0 k0
	Dark purple: R93 G0 B173	5d00ad	c84 m91 y0 k0
	Light orange: R255 G84 B0	ff5400	c0 m76 y94 k0
	Dark orange: R175 G63 B0	af3f00	c22 m82 y100 k15
	Grey4: R73 G73 B73	494949	c0 m0 y0 k71
	Grey3: R118 G118 B118	7676768	c1 m1 y0 k59
	Grey2: R172 G172 B172	acacac	c0 m0 y0 k33
	Grey1: R216 G216 B216	d8d8d8	c0 m0 y0 k15

NB note on Print colours (CMYK and Pantone)

Alpari brand colours are specified for digital use and therefore are viewed as 'transmitted light' there are no direct conversions to the Pantone system ('reflected light') colours. THESE REFERENCES ARE AS CLOSE AS POSSIBLE, BUT ARE BY NO MEANS AN EXACT MATCH. A judgement on the suitability of this alternative should be made locally. An alternative approach is the possibility of finding a local supplier that could mix custom colours to achieve closer colour match results.

Typography

We have retained the Roboto typeface as it performs well on screens. We use it in three weights. The light, regular and bold fonts. Shown here is Roboto regular.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;'!"?/()@£\$%^&* _+=-

A kerned headline

An example of an individually kerned headline

Type face: Roboto Font : Regular u/lc Kerning: Optical Tracking : -10

We always set Roboto using minus ten thousandths of an em tracking and Optical kerning. Headlines should be individually kerned as necessary.

Non latin typefaces

Arabic – We recommend the use of **Noto Sans Arabic** Bold and regular fonts

Farsi – We recommend the use of **Noto Sans Arabic** Bold and regular fonts

Photography

Our photography style uses **black & white, high contrast imagery**. Subjects should be inspiring and intuitive, aspirational and honest. And sometimes challenging. It can encompass the abstract and textural, anything that complements the meaning and context of its usage.



Always use the Alpari image library when selecting photography or contact the brand team for guidance.

Graphic style

As previously mentioned, our graphic style is based on the green and grey colour way with purple and orange being used as accent colours.

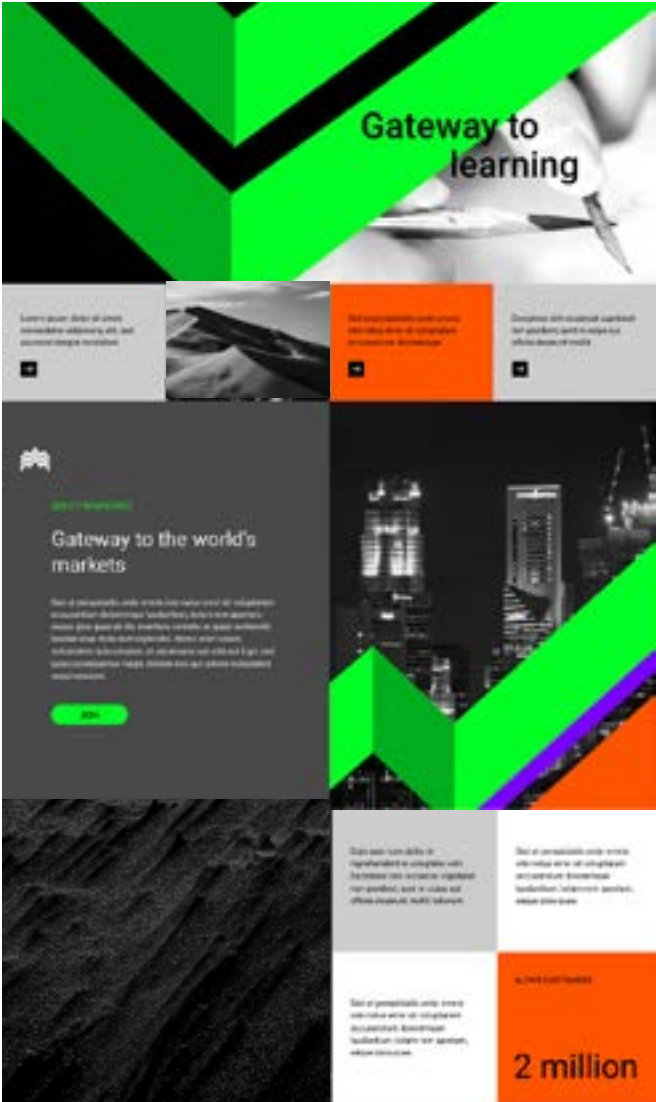
The green is used in what we refer to as ‘tangram’ shapes. They reflect the design of the logo and are therefore an ownable property.

The green ‘tangrams’ combined with black & white photography and grey backgrounds, plus the accents, all combine to make a really strong and memorable graphic look.

This graphic style gives the brand stature and creates cut-through in what is a very crowded market place.

Look & Feel

The website designs opposite show how we combine the colour way and tangram shapes with our photography. The shapes can be overlayed on the pictures or used to create ‘gateways’ through which we see them. They should never obscure the focal point of the shot.



Always try to use the tangrams so they end with a positive, upward stroke. The angle of the direction change is 90 degrees and 'shaded' element is always created by using the dark green of our palette.

We use our grey tones to create 'cards' which present to the reader, easily digestible pieces of text.

Facts can be expressed in simple terms and highlighted with the occasional orange card or even a flash of purple.



These examples show the scrolling pages of the website design

Iconography

The intention is to continue to use the existing library of Alpari icons. They can be used to aid communication or to help illustrate text. They are never used as a substitute for our logo or as a 'primary' visual.

They can be used in any accent colour or any of the grey palette.



Further guidance

For any further guidance refer to Kerry-Leigh McWilliams of the Brand Team.

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Thank you